



**15<sup>th</sup> Annual International  
IT Management Conference & Exhibition**  
*Changes In Latitudes, Changes In Attitudes*  
Bellagio Hotel • Las Vegas • February 20-23, 2011

**Sample Itinerary For Advanced Level**

This itinerary represents only one option for IT professionals with an advanced level of ITSM and ITIL<sup>®</sup> knowledge. The conference program includes 15 tracks with over 160 sessions, which can be personally customized to fit your specific interests and organizational needs.

Pre- and post-conference courses are also available. These cover a wide range of subjects and management perspectives. Visit our [conference website](#) to view the full conference program, including session descriptions and course outlines.

You can also print this itinerary and keep it on hand at the conference for easy reference.

<b>Pre-Conference Courses: February 16-20</b>	
Choose from these options for advanced level:	
<ul style="list-style-type: none"> <li>• <i>PRINCE2<sup>®</sup> Foundations</i> (project management certification) February 16-18</li> <li>• <i>PRINCE2 Practitioner</i> (project management certification) February 19-20</li> <li>• <i>ISO 27002 Foundations</i>, (security management certification) February 19-20</li> <li>• <i>V2-V3 Service Manager Bridging Course</i> (ITIL certification course) February 16-20</li> <li>• <i>Continual Service Improvement</i> (ITIL certification course) February 17-20</li> <li>• <i>Managing Across The Lifecycle</i> (ITIL certification course) February 16-20</li> </ul>	
<b>Date &amp; Time</b>	<b>Track &amp; Session</b>
<b>Saturday, February 19, 2011</b>	
12:00 p.m. – 7:00 p.m.	<b>Registration, Information &amp; Customer Service Desk Open</b>
<b>Sunday, February 20, 2011</b>	
8:00 a.m. – 7:00 p.m.	<b>Registration, Information &amp; Customer Service Desk Open</b>
4:15 p.m. – 5:15 p.m.	<b>Conference Optimizer</b> <i>Networking Focus Group: Advanced ITIL &amp; ITSM</i>
5:00 p.m. – 7:00 p.m.	<b>Welcome Reception &amp; Exhibition Showcase Open</b>
<b>Monday, February 21, 2011</b>	
7:00 a.m. – 7:00 p.m.	<b>Registration, Information &amp; Customer Service Desk Open</b>
7:00 a.m. – 8:30 a.m.	<b>Breakfast &amp; Networking</b>
7:15 a.m. – 8:20 a.m.	<b>Breakfast Club</b> <i>The Executive Club:</i> Brenda Iniguez, Strategic Business Development, Pink Elephant
8:30 a.m. – 10:00 a.m.	<b>Conference Welcome &amp; Opening Keynote: Captain Michael Abrashoff – It's Your Ship</b>
10:00 a.m. – 10:20 a.m.	<b>Break</b>
10:20 a.m. – 11:35 a.m.	<b>Track 3</b> <i>Why ISO 20000 Should Be In Your IT Management Tool Kit</i> Aale Roos, Managing Director, Pohjoisviitta Oy
11:00 a.m. – 3:00 p.m.	<b>Exhibition Showcase Open</b>
11:35 a.m. – 11:55 a.m.	<b>Break</b>
11:35 a.m. – 2:40 p.m.	<b>Concurrent Networking Lunch &amp; Breakout Sessions</b>
11:55 a.m. – 1:10 p.m.	<b>Track 6</b> <i>Release Management: How To Drive It To A Fully Integrated &amp; Business Aligned Reality</i> Dave Howard, National Manager, Service Management, Toyota Financial Services
1:10 p.m. – 1:25 p.m.	<b>Break</b>



1:25 p.m. – 2:40 p.m.	<b>Track 3</b> <i>Lean IT – Part 1</i> Mike Orzen & Steve Bell, co-founders, Steady Improvement
2:40 p.m. – 3:00 p.m.	<b>Break</b>
3:00 p.m. – 4:15 p.m.	<b>Track 3</b> <i>Lean IT – Part 2</i> Mike Orzen & Steve Bell, co-founders, Steady Improvement
4:15 p.m. – 4:30 p.m.	<b>Break</b>
4:30 p.m. – 5:45 p.m.	<b>ITIL Awards &amp; Afternoon Keynote</b>
6:00 p.m. – 7:30 p.m.	<b>Networking Reception &amp; Exhibition Showcase Open</b>
<b>Tuesday, February 22, 2011</b>	
7:00 a.m. – 7:00 p.m.	<b>Registration, Information &amp; Customer Service Desk Open</b>
7:00 a.m. – 8:30 a.m.	<b>Breakfast &amp; Networking</b>
7:15 a.m. – 8:20 a.m.	<b>Breakfast Club</b> <i>How Do I Ensure My Service Management Initiative Is Customer Relevant &amp; Cloud Sensitive?</i> Ian Clayton, Principle, Service Management 101
8:30 a.m. – 10:00 a.m.	<b>ITIL Awards &amp; Morning Keynote: Captain Michael Abrashoff – Leadership Forum</b>
10:00 a.m. – 10:20 a.m.	<b>Break</b>
10:20 a.m. – 11:35 a.m.	<b>Track 6</b> <i>Why &amp; How To Take ITIL Processes To An “Advanced” Level Of Process Maturity – Part 2: Change Management</i> Gary Case, Principal Consultant, Pink Elephant
11:00 a.m. – 3:00 p.m.	<b>Exhibition Showcase Open</b>
11:35 a.m. – 11:55 a.m.	<b>Break</b>
11:35 a.m. – 2:40 p.m.	<b>Concurrent Networking Lunch &amp; Breakout Sessions</b>
11:55 a.m. – 1:10 p.m.	<b>Track 6</b> <i>The Architecture of Lean IT Value Streams</i> Charles T. Betz, Enterprise Architect, Wells Fargo
1:10 p.m. – 1:25 p.m.	<b>Break</b>
1:25 p.m. – 2:40 p.m.	<b>Track 1</b> <i>Value Transformation: Increasing The Capacity Of IT Services Organizations To Choose &amp; Deliver Winning Customer Value Propositions</i> Dr. Lynn Phillips, Founder & Managing Director, Reinventures LLC
2:40 p.m. – 3:00 p.m.	<b>Break</b>
3:00 p.m. – 4:15 p.m.	<b>Track 7</b> <i>Educating IT Staff Beyond ITIL</i> Cathy Kirch, ITIL Expert & Process Consultant, Allstate Insurance Company
4:15 p.m. – 4:45 p.m.	<b>Prize Giveaway In General Session Room</b>
4:45 p.m. – 6:00 p.m.	<b>ITIL Awards &amp; Afternoon Keynote: Malcolm Fry – Everything I Learned About Surviving ITSM Implementations, I Learned From Jimmy Buffett</b>
6:00 p.m. – 7:30 p.m.	<b>Networking Reception</b>
<b>Wednesday, February 23, 2011</b>	
7:00 a.m. – 4:30 p.m.	<b>Information &amp; Customer Service Desk Open</b>
7:00 a.m. – 8:30 a.m.	<b>Breakfast &amp; Networking</b>
7:15 a.m. – 8:20 a.m.	<b>Breakfast Club</b> Choose from several subject specific focus groups.
8:30 a.m. – 10:00 a.m.	<b>ITIL Awards &amp; Morning Keynote</b>
10:00 a.m. – 10:20 a.m.	<b>Break</b>



10:20 a.m. – 11:35 a.m.	<b>Track 8</b> <i>Cloudy Application Management</i> Mark Smalley, IT Paradigmologist, ASL BiSL Foundation
11:35 a.m. – 12:15 p.m.	<b>Networking Lunch For Workshops</b>
12:15 p.m. – 4:15 p.m.	<b>Track 15 – FREE ½ Day Workshops</b> Choose from several. Our recommendations for advanced level knowledge are: <ul style="list-style-type: none"><li>• <i>Value Transformation: Increasing The Capacity Of IT Services Organizations To Choose &amp; Deliver Winning Customer Value Propositions</i>, Dr. Lynn Phillips, PhD, Founder &amp; Managing Director, Reinventures LLC</li><li>• <i>Supplier Management</i>, Anil Dissanayake, IT Management Consultant, Pink Elephant</li><li>• <i>Continuous Improvement</i>, Gary Case, Principal Consultant, Pink Elephant</li><li>• <i>Making ITSM Real</i>, Rob England, The IT Skeptic</li><li>• <i>The DNA of ITSM</i>, Dr. Stuart Galup, Associate Professor of Information Technology, Florida Atlantic University</li></ul>
4:15 p.m.	Conference Ends! See You Next Year!

**Note:** Sessions are subject to change. Please visit our website for the latest updates to the conference schedule.